

Socio Economic Study and Prospects of Handloom Sector of Himachal Pradesh

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Abstract:

Handloom sector occupies a crucial position together of the first employment provider after agriculture. Almost 16 million weavers are making their livelihood from handlooms, while upholding the cultural fabric of various states alive. It's one among the important sectors within the country that gives low cost, sustainable livelihood opportunities to many people. But recently it has been losing its importance and more widespread perception is that handloom weaving is in deep crisis and is caught in an endless circle of low productivity and wages and is thus unable to retain a competitive edge against loom. Nevertheless, at a broad macro level, the handloom sector has managed to take care of a gentle share of 11% of total textile production with a rate of growth of 4%. Incidentally handloom sector is increasingly getting attention at national and international market thanks to increasing environmental concerns and a rise in hand-made eco-friendly products. Himachal Pradesh, a state which is already known for its hilly terrain and traditional handloom weaving activities are the most sought occupation after agriculture and horticulture. This study examines the socio economic conditions of weavers, issues and prospects of handloom sector of Himachal Pradesh which contributes significantly to the state economy and provides sustainable livelihood opportunities to natives of the state This study is concentrated in KULLU district of Himachal Pradesh, because in spite of decrease in handloom weaver population within the state of Himachal Pradesh, Kullu has been able to retain and prosper its reputation as the handloom capital of Himachal Pradesh. This research study is exploratory and is supported by both primary and secondary data. One among the main outcomes of this study is that professionally well managed cooperative are the simplest safeguard for handloom sector. Besides, the boost in tourism has also indirectly played a crucial role in promotion of handloom products of Himachal, and thereby improving the socio economic standards of weavers in districts popular amongst tourists. Currently for handlooms sector, competition from organized power loom sector is a clear threat, but this will be countered if the handloom produces unique and high value niche products, targeting different market segments, including the tourists.

Key Words: Handloom, Himachal Pradesh, socio financial condition of handloom weavers, tourism, cooperatives

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I. INTRODUCTION

The Handloom sector of India is one among the oldest and most wide spread. Till the 19th century, before technological revolution evolved within the world, production of fabric for human need was done on handloom only. Handloom weavers aren't only weaving for his or her own needs at household level, but also are contributing to the volumes within the textile sector besides keeping the rich traditional craft of various states alive. The Handloom sector represents the rich traditional, historical & cultural diversity that distinguishes India from the rest of the world. Today the Handloom sector is top and emergent economic entity because it'll sustain the economic system of predominantly public based country. Indian Handloom weaving is essentially during a decentralized sector and provides direct or indirect employment to many artisans across the country. In India Handloom is that the most crucial and important one, due to socio-economic condition and good employment capital. The handloom sector is the second largest employer after agriculture sector and is well dispersed & spread across thousands of villages and towns everywhere the country. It's playing a really important role within the country's economy besides forming a part of rich heritage and showcasing the exemplary artistry work of Handlooms of India. It's one among the important sectors within the country that gives low cost, sustainable livelihood opportunities to many people, supplementing incomes in seasons of distress, checking migration & preserving traditional economic relationships. About 10 million people directly depend upon this industry to meet out their livelihood, while more many people depend on subsidiary occupations connected with the

handloom industry. But recently it's been losing its importance thanks to various reasons and whereas the weavers face the standard problems of low output, technological stagnation and subsistence level of income etc. It is remarkable to notice that in spite of over two centuries of industrialized material generation and hand weaving being exhausted in most a part of the country, where modern textile industry has been established but still, it occupies a strategic position within the socio economic net work of India.

Need for the Study

Himachal Pradesh, with its hilly terrain and comparatively a really limited scope of industrialization and as a result traditional handicrafts and handloom weaving are the most occupation after agriculture and horticulture. Thus, it offers an enormous scope of employment within the rural sector of Himachal Pradesh. Sheep and goat rearing is another occupation of the many villages in Himachal Pradesh and hence residents engage themselves in wool weaving by default, as wool produce is available everywhere in the state, and thanks to cool climate of the state facilitates a big local marketplace for woven woolen products. Due to poor accessibility of roads within the most of the inside places, especially during winters, when most of the parts are covered with snow and when the natives of the state in most districts are confined to be indoors, handloom is the only economic activity, possible indoors. Handloom weaving, a natural craft that existed in Himachal since ages has developed with time because of the need of warm clothing for family. Slowly handlooms has transformed as a substitute of secondary income and means of economic survival. Freezing cold weather of Himachal Pradesh necessitated wool weaving to an extent that every household in Himachal Pradesh owned a loom. The rich heritage of the handloom sector was once widespread in every district and villages of the state. The natural, climatic, artistic and cultural conditions of Himachal created a unique identity for the handloom of Himachal. This paper intends to think about Himachal's accomplishment in supporting and developing hand woven materials. This study is concentrated in KULLU district of Himachal Pradesh, because in spite of decrease in handloom weaver population in the state of Himachal Pradesh, Kullu has been able to retain and prosper its reputation as the handloom capital of Himachal Pradesh and advancing hand woven materials as a model of keeping up carefully assembled fabric in the 21st century.

Statement of the Problem

Number of handloom weavers with looms in urban and rural Himachal Pradesh as per handloom census of 1987-88 and 2009-10

Table 1.1

Sl. No	Census	No. of handloom weavers & allied workers	No. of handlooms
1	1987-88	1,36,977	27,971
2	2009-10	13,458	5,550

Source: Office of the Development Commissioner (Handlooms 2015)

As per 2nd Handloom census of Himachal Pradesh in 1995-96

DISTRICT WISE CLASSIFICATION OF HANDLOOMS OF HIMACHAL PRADESH (Total No of Clusters - 12) Table 1.2

No. of Looms	Up to 1000	1000-5000	5K-10K	10k-25k	25K -50K
	1. Bilaspur, 2. Lahaul & Spiti 3. Solan 4. Sirmour 5. Hamirpur 6. Una	1. Shimla 2. Kangra 3. Chamba 4. Kinnaur	1. Mandi	1. Kullu	-----

Source: Office of the Development Commissioner (Handlooms-1995-96)

Number of handloom weavers and allied workers and no. of handlooms households as per 3rd handloom census of 2009-10:

Table 1.3

District	Number of Handloom Household	Total Workers (All Ages)	Total Looms
Kangra	929	4510	1025
Kinnaur	261	291	272
Kullu	3869	6357	2929
Mandi	1871	2220	1279
Shimla	76	80	45
Total	7006	13458	5550

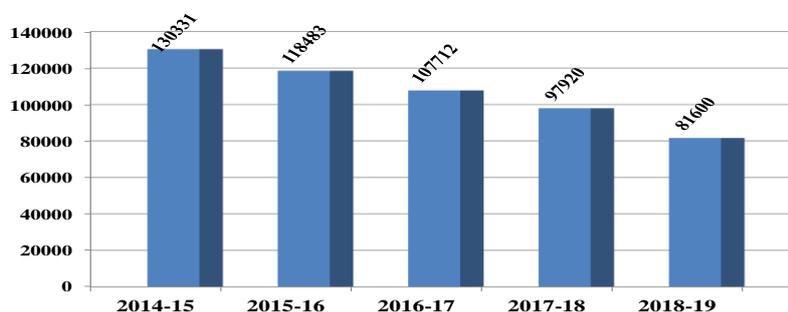
Source: Office of the Development Commissioner (Handlooms-2009-10)

As evident above, the number of workers in the handloom sector of Himachal Pradesh dropped to 13,458 (Handloom Census of India, 2009-10) and had marginally improved to around 13,578 in the latest Handloom census of 2019-20.

The handloom industry has its existence in various states of India, but is mostly focused mostly in seven states. Assam, with more than 37.9% of the total handloom work force has the biggest attention of handloom weavers followed by West Bengal (18%). The southern states of Andhra Pradesh and Tamil Nadu come at third and fourth positions respectively with a share of little more than 08%. Kerala also enjoys a dominant position in handloom production arena in South India. Currently, the handloom industrial units in different states are destined to face numerous problems in different areas of its working viz., production, finance and marketing. Currently the number of workers in the handloom sector of Himachal Pradesh dropped to one tenth of that existed in 1988-89. It is significant to note that when economic development has to be viewed in the light of socio economic factors, preservation of traditional skills and the use of local available resources is also very important and significantly all the three are key factors for a hilly and difficult terrain of Himachal Pradesh. The handloom sector of Himachal Pradesh is unique in many respects and different from the handloom sector of other states. Despite tremendous market opportunities for the handloom sector of the state, the situation instead of improving has worsened. With the advent of the modern economy, globalization and economic development the handloom sector started losing its feet in front of the machine made, and cheap products.

Table 1.4

**Consumption of Merino Wool in Himachal Pradesh
(kgs)**

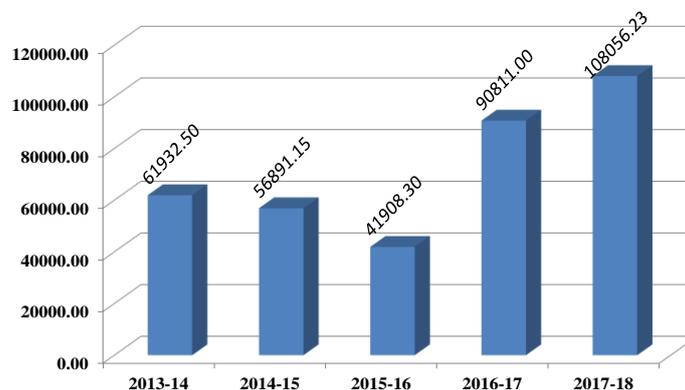


Source: NHDC Office Kullu-2019

As seen in the Table 1.4 the consumption of merino wool, the main ingredient in products of Himachal has decreased, whereas data from Table 1.5, indicates that production of Sheep wool

Table 1.5

**Production of Sheep Wool in Himachal Pradesh
(kgs)**



Source: Annual Report of HP State Wool Federation Ltd 2019

has increased and which is subsequently used in woolen products of Himachal Pradesh. Thus keeping the favorable conditions in mind, it is not yet known the reasons for the poor state of the affairs of the handloom sector. Despite the fact that there lies a great demand for the handloom products particularly from Himachal both in the domestic and international market, the situation instead of improving is worsening. Again, Himachal being a very popular tourist destination, the backward and forward market linkage is also equally strong.. The policy measures, schemes and programmes appear to be ineffective in arresting the situation.

It is thus very much important to diagnose this situation and understand from a holistic perspective about the present status of handloom sector and socio economic conditions of weavers before taking any corrective measures to improve the situation. That may pave way for proposing more effective policy decision for regional requirements to check this erosion and contribute for sustainable growth of state and national economy.

Research Questions

- Why the weaver's population is on decline despite ample and lucrative market opportunities?
- What are the motivating and de-motivating factors for the weavers to continue with the trade?
- What are the supply chain and marketing challenges faced by the weavers in the state? and
- Why the young generation is no more interested to continue with their parental occupation?

Research Objectives

The primary objective of the present research work is to understand the socio-economic conditions of the handloom weavers of Himachal Pradesh.

The detailed objectives of the study are

1. To study the socio-economic conditions of the handloom weavers of Himachal Pradesh
2. To identify the reasons for the decline of the handloom sector of Himachal Pradesh and to recommend survival and growth strategies for the development of the sector.

II. REVIEW OF LITERATURE

Srinivasa Rao (2017)¹ has explained about the problems of the handloom weavers in Krishna district and concluded that the main reason for the existence of handloom in India is the socio-economic condition of our country and the high employment potential in this sector.

Chouhan, & Roy (2017)², studied about the socio-economic profile of Handloom weavers and concluded that industry is dominated by the male workers with very low level of education and ultimately are facing a number of challenges like financial constraint, drop off in wages, increased price of yarn, the absence of government support, lack of domestic market and demand and so on.

Muneendra and Prakash (2016)³, has researched about the status of handloom in AP and finally concluded that, the status of handloom sector in the state is decreasing as many of the weavers are shifting to other professions owing to poor earnings, unemployment and poor demand for their products.

Bari et al, (2015)⁴, explained about the status of the handloom industries in India. Their study summarized that India is lacking in education and weavers don't have any other source of income for their

livelihood. The price rise of yarn and low price of their final products has discouraged them to continue in the profession of handloom weaving.

Naga Raju G et al (2014)⁵ have studied about the socio-economic conditions of the handloom weavers finally summarized that; handloom sector has always been a weak competitor against power loom and mill sectors.

Kumudha and Rizwana (2013)⁶, in their work have not only tried to examine different problems handloom industries but they have also evaluated the role of cooperative societies in grieving the problems faced by handloom weavers in Erode district of Tamil Nadu.

Venkateswaran A. (2014)⁷ studied the dynamics of local level trade in hand loom products and socio economic profile of weavers. He studied that handloom evidently contributes significantly by generating more employment opportunities and providing bread and butter to the rural poor.

The studies mentioned in earlier paragraphs confined to either certain regions or raised some specific problems of handloom industry. None of the studies had focused with holistic studies of handloom clusters and then measured the impact of the clusters on the socio-economic conditions of the weavers. The present study has tried to fill this gap.

Emmanial. R (2012)⁸ in his study reported that majority of cooperative societies have expressed the problems in various dimensions like financial problems, lack of marketing support and inability of cooperative management in society operations.

Kaushik and Jain (2015)⁹ had studied the impact of various government welfare schemes on the handloom weavers of Maheshwar (MP) and suggested that effort about awareness campaign from GOI, is required, so that satisfactory usage of these schemes to improve the livelihood & enhancement income of the weavers may take place. Study on Marketing & Export Scheme also revealed that weavers get little support from the scheme.

Konita Basumatary (2014)¹⁰ mentioned that in districts of Assam in Bodoland territorial area is leading in production of handloom products. Handloom products are in great demand in this district as well as state and national market. They also lead in employment generation as well as rural development, and thus play a vital role in the economy of Assam. The researcher analyzed achievements of handloom sector in BTAD (Bodo land Territorial Area Districts Assam) and also the issues of socio-economic conditions of weavers.

Margaret C. Perivoliotis (2009)¹¹ studied the diachronic aesthetic powers of hand looming and interlacing techniques. Author successfully evaluated the cultural significance of the traditional handicraft techniques.

III. RESEARCH METHODOLOGY

The present research has chosen both the quantitative research for its data collection, interpretation and analysis and qualitative research by Focused group discussions.

Data Collection Methods and Strategy

- The present research work makes use of both sources of data, i.e., primary as well as secondary data.
- The Secondary data was collected from research journals, government publications, state department publications, other unpublished sources of NGOs and cooperatives etc.

Target Population	Handloom Weavers of Himachal Pradesh
Sampling Unit	Weavers from Selected Clusters of HP
Sampling Method	Quota Sampling
Data Collection Method	Structured Questionnaire Schedules and Focused Group Discussions.

Sampling Methods

PRIMARY DATA

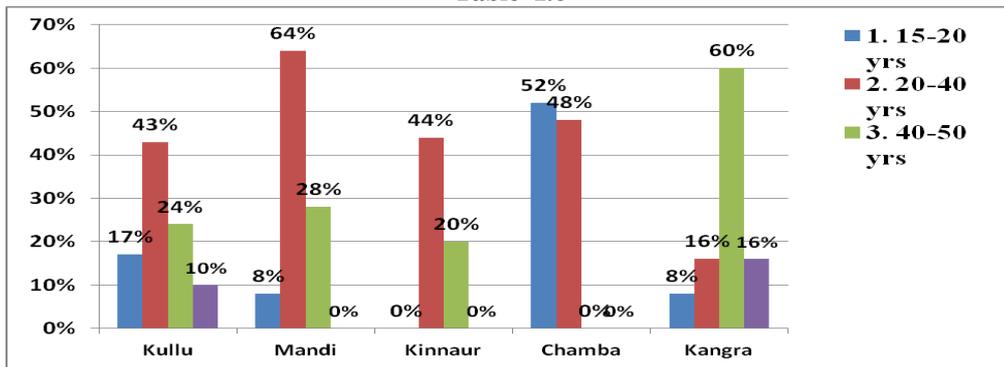
A questionnaire Survey was conducted among 200 artisans across five districts of Himachal Pradesh. A Quota sampling was administered based on the population of handloom weavers in each of the districts and also due to convenience. Since Kullu District is having the largest number of handloom population, and keeping in view the physical connectivity and accessibility of conducting data from weavers 50% quota was allocated to Kullu District. For the rest of the districts like Kinnaur, Chamba, Mandi and Kangra 25 samples (12.5%) were collected from each. Apart from this, personal interview, group discussions and observation methods were used to collect primary information.

Data Analysis and Interpretation

Microsoft Excel and SPSS Software were used for data analysis and interpretation.

Age distribution of weavers

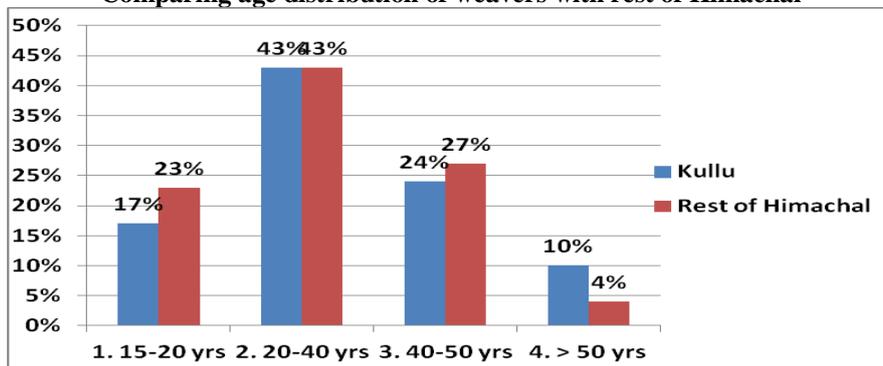
Table 1.6



Most of the weavers are from age groups 20-40, in almost all districts, except Kangra, where weavers are from aged above 40 years.

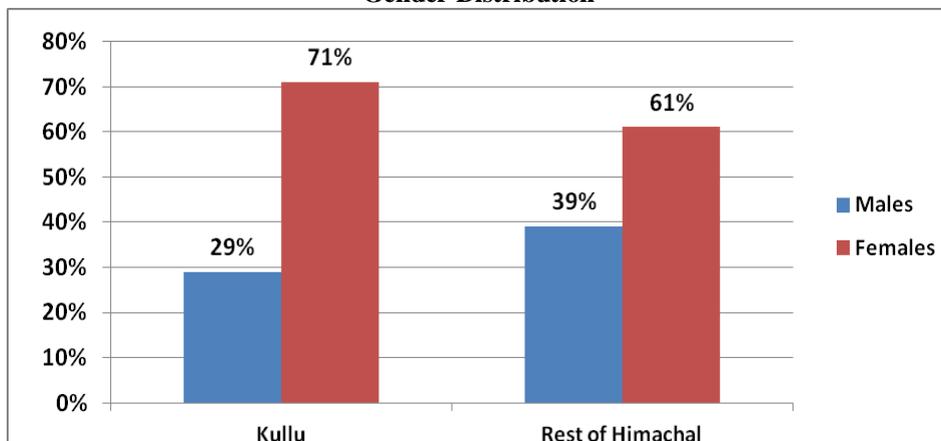
Table 1.7

Comparing age distribution of weavers with rest of Himachal



Comparing Kullu, with rest of Himachal, shows that even weavers above 50 years also started drifting from handloom weaving, probably because of challenges of quantum of work with younger generation.

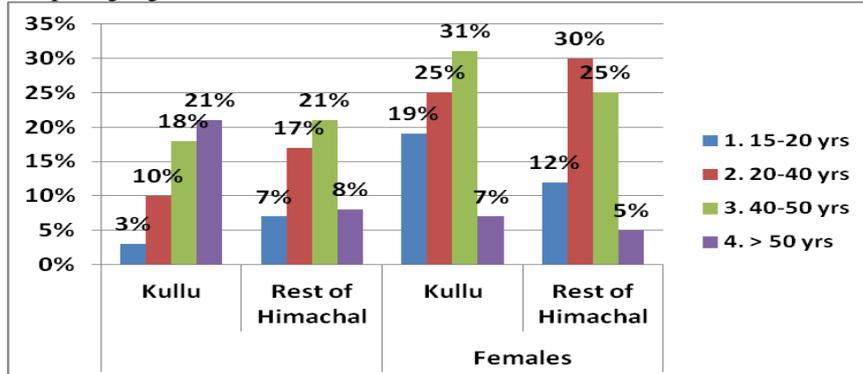
Table 1.8
Gender Distribution



The comparative study of number of weavers in Kullu Vs Rest of Himachal indicates that more and more women weavers are inclined to weaving profession as compared to male weavers. Because of Good potential, females in Kullu do take career in weaving as an opportunity.

Table 1.9

Comparing Age distribution of Males and Females in Kullu and Rest of Himachal



Comparing decline in participation of younger generation, is more prominent in male population than females in Kullu as compared to Rest of Himachal.

Table 2.0
Educational Qualification

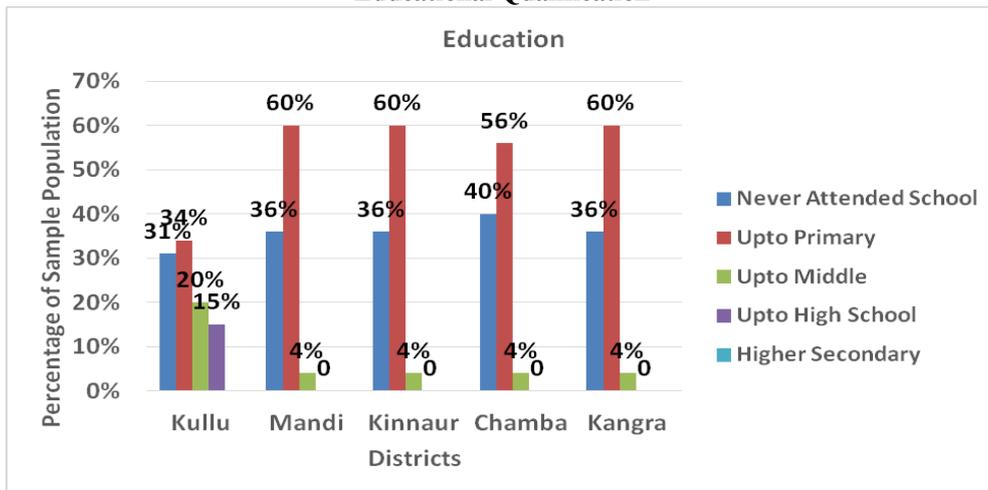
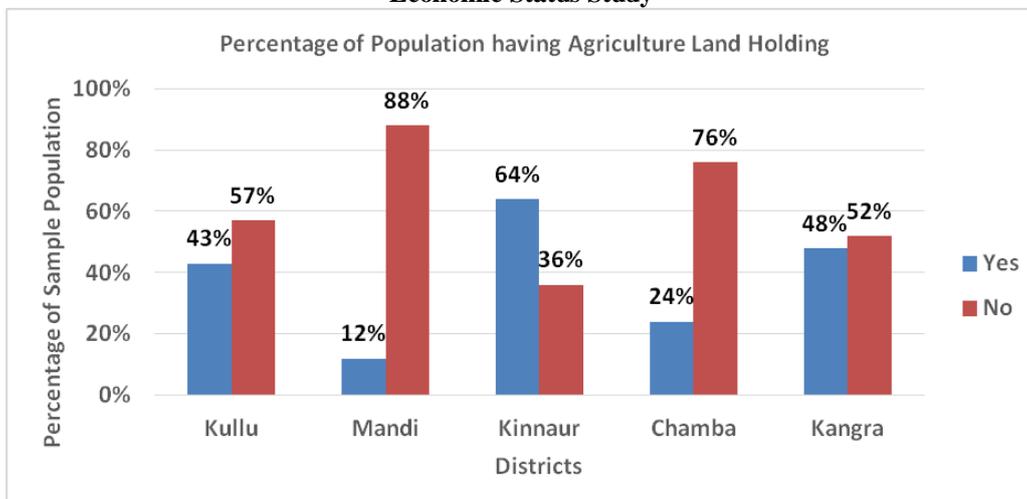
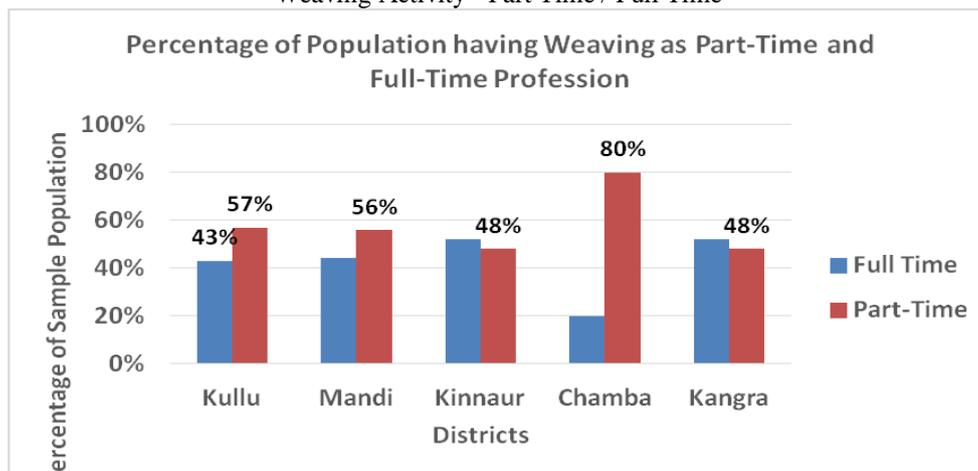


Table 2.1
Economic Status Study



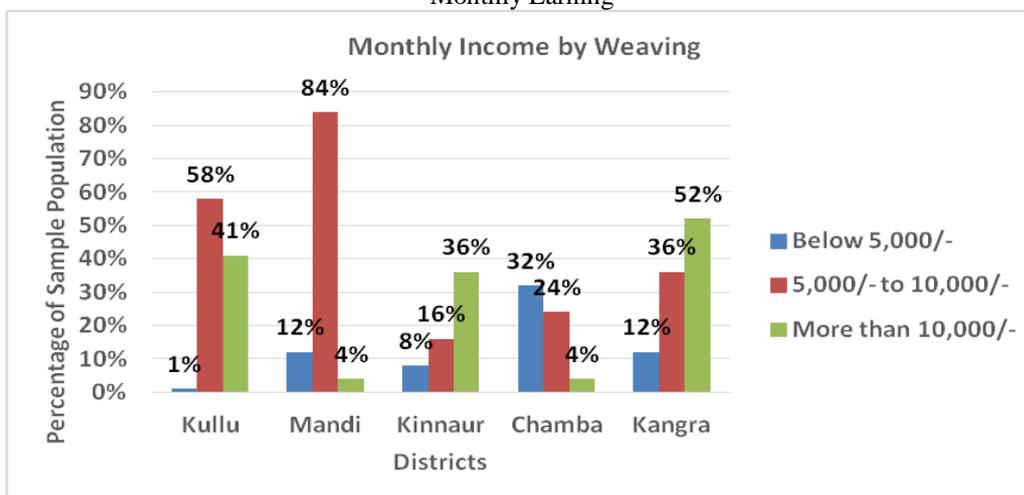
Most of the handloom weavers are not in possession of land. Mandi has maximum population of weavers, who do not own a piece of agricultural land, while Kinnaur has weavers with a better score in possession of land.

Table 2.2
Weaving Activity - Part Time / Full Time



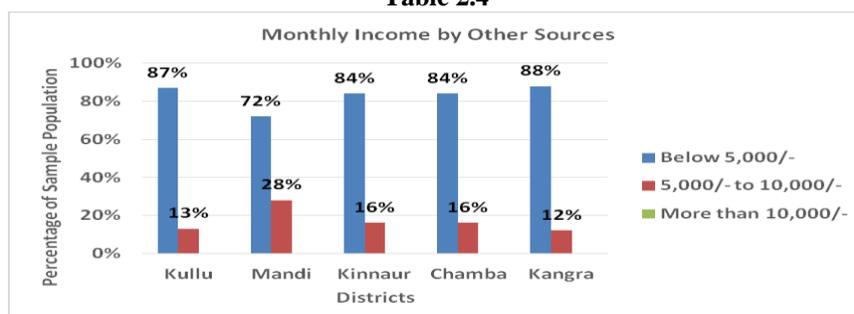
Handloom weavers of Himachal are almost equally distributed as part time and full time except in Chamba, which is known backward district as per government records.

Table 2.3
Monthly Earning



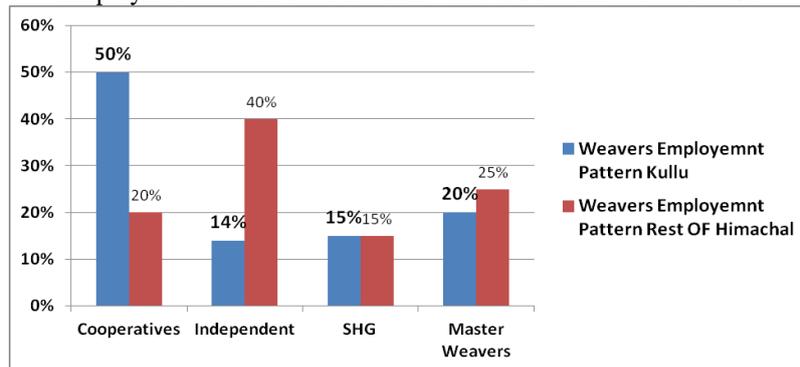
Earning of most of the handloom weavers in Himachal Pradesh is a range of Rs 5000 -10000. It is significantly down in handloom clusters which have seen the decline in number of weavers, which have forced the weavers to migrate either for employment or for some other employment opportunity.

Table 2.4



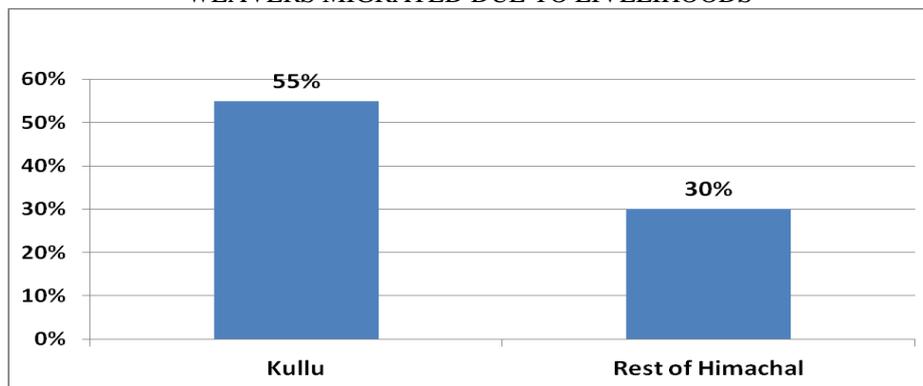
Handloom weavers do make an attempt for substituting their incomes by participating in agriculture or horticulture, or tourism support activity like guides, but that is note more than Rs 5000/- in most of the cases.

Table 2.5
Employment Pattern of Handloom Weavers of Himachal Pradesh



Study on Employment pattern of handloom weavers of Himachal Pradesh shows that handloom weavers in District Kullu are more affiliated to Cooperative network, which has shown improved performance in their livelihood pattern.

Table 2.6
WEAVERS MIGRATED DUE TO LIVELIHOODS



The study on migration pattern indicated that most of handloom weavers from Kullu are migrated skilled population from other parts of Himachal/ outside Himachal. The local Kullu weavers have found other job opportunities, while handlooms production is survived from skilled weavers from other places.

Summary of Primary Data Analysis Using Excel Software

- Most of the weavers are from age groups 20-40, in almost all districts, except Kangra, where weavers are from aged above 40 years.
- Younger generation particularly educated males are not keen to pursue career in handloom, while educated females still consider it a viable option.
- Handloom weaving is more dominated by females in whole of Himachal Pradesh.
- Education level of weavers is low in whole Himachal, but there is improvement in case of Kullu.
- Almost 35% of weavers have not attended school, while similar numbers have achieved primary education.
- Most of the weavers do not own land, while Mandi has maximum no: of such weavers.
- Kullu dominates with more than 50% migrated skilled weavers.
- Handlooms weaving is performing better in cooperative societies as compared to master weavers/ independent weavers / SHG's.

Comparing the Social Status of various districts of Himachal Pradesh using SPSS Software

Measurement of Social Score on a maximum scale of 1 to 5

Whole set of questionnaires were developed based on the GOI reports of handloom census and responses were got validated by panel experts comprising of academicians / persons from M/o Textiles from GOI / State Govt and based on their observations were measured on a scale of social score of 1 to 5.

Weavers of majority religion, higher education, general category, joint family, owning house, living in Pucca houses, owning toilet and getting oneself socially secured by insurance or medical insurance is considered on high status and marked a social score of 5, as compared to weavers with no education, with lower class of

society like backwards / SC /ST, with rented accommodation, living in Kutcha houses, nuclear family, are being marked with a score of 1.

Analysis 1: **Analysis of Social Status**

Data Analysis Technique: One-Way ANOVA

Hypothesis

H₀: Social Status of weavers of Himachal Pradesh is same for different regions

H₁ : Social Status of weavers of Himachal Pradesh is NOT same for different regions.

Table 2.7

Table 2.8

Descriptives								
Social_Score								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Kullu	100	7.7800	1.25995	.12600	7.5300	8.0300	6.00	11.00
Mandi	25	6.8400	1.02794	.20559	6.4157	7.2643	5.00	9.00
Kinnaur	25	6.9600	1.24097	.24819	6.4478	7.4722	5.00	10.00
Chamba	25	6.9600	.78951	.15790	6.6341	7.2859	6.00	9.00
Kangra	25	7.1200	1.12990	.22598	6.6536	7.5864	5.00	9.00
Total	200	7.3750	1.22551	.08666	7.2041	7.5459	5.00	11.00

Test of Homogeneity of Variances					
Social_Score		Levene Statistic	df1	df2	Sig.
Based on Mean		2.538	4	195	.041
Based on Median		2.338	4	195	.057
Based on Median and with adjusted df		2.338	4	189.870	.057
Based on trimmed mean		2.442	4	195	.048

Table 2.9

ANOVA					
Social_Score					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	33.795	4	8.449	6.215	.000
Within Groups	265.080	195	1.359		
Total	298.875	199			

Since the P –value for F-Statistic at (199 df) is less than 0.05, we reject the Null Hypothesis at 5% significance level; which lead to the inference that Social_Score of weavers of Himachal Pradesh is different in different regions.

It is therefore concluded that Social Status of weavers of Himachal Pradesh is different in different regions.

Table 3.0

Multiple Comparisons						
Dependent Variable: Social_Score						
Tukey HSD						
(I) Region	(J) Region	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Kullu	Mandi	.94000*	.26071	.004	.2221	1.6579
	Kinnaur	.82000*	.26071	.016	.1021	1.5379
	Chamba	.82000*	.26071	.016	.1021	1.5379
	Kangra	.66000	.26071	.088	-.0579	1.3779
Mandi	Kullu	-.94000*	.26071	.004	-1.6579	-.2221
	Kinnaur	-.12000	.32977	.996	-1.0280	.7880
	Chamba	-.12000	.32977	.996	-1.0280	.7880
	Kangra	-.28000	.32977	.915	-1.1880	.6280
Kinnaur	Kullu	-.82000*	.26071	.016	-1.5379	-.1021
	Mandi	.12000	.32977	.996	-.7880	1.0280
	Chamba	.00000	.32977	1.000	-.9080	.9080
	Kangra	-.16000	.32977	.989	-1.0680	.7480
Chamba	Kullu	-.82000*	.26071	.016	-1.5379	-.1021
	Mandi	.12000	.32977	.996	-.7880	1.0280
	Kinnaur	.00000	.32977	1.000	-.9080	.9080
	Kangra	-.16000	.32977	.989	-1.0680	.7480
Kangra	Kullu	-.66000	.26071	.088	-1.3779	.0579
	Mandi	.28000	.32977	.915	-.6280	1.1880
	Kinnaur	.16000	.32977	.989	-.7480	1.0680
	Chamba	.16000	.32977	.989	-.7480	1.0680

*. The mean difference is significant at the 0.05 level.

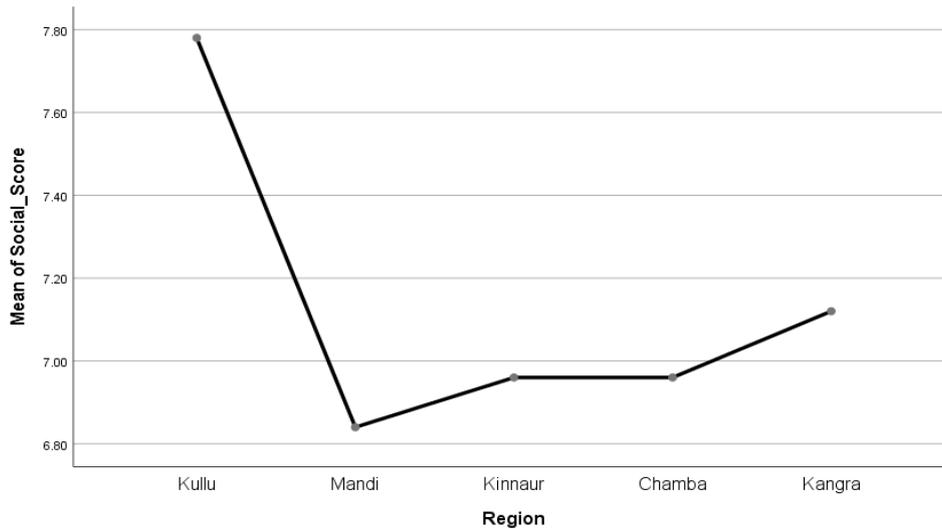
Post Hoc Tests clearly reveals difference in Social status of weavers of different regions of Himachal Pradesh. Since the P –value for many pairs of regions is more than 0.05; we fail to reject the Null Hypothesis that all means are same, at 5% significance level.

Table 3.1

Social_Score			
Tukey HSD ^{a,b}			
Region	N	Subset for alpha = 0.05	
		1	2
Mandi	25	6.8400	
Kinnaur	25	6.9600	6.9600
Chamba	25	6.9600	6.9600
Kangra	25	7.1200	7.1200
Kullu	100		7.7800
Sig.		.889	.058

Means for groups in homogeneous subsets are displayed.
a. Uses Harmonic Mean Sample Size = 29.412.
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Table 3.2



Based on the Homogeneous Subsets and Means Plot, the following Regions may be considered similar with regard to their Social Status.

Group1: (Mandi, Kinnaur & Chamba)

1. Relatively Low Social Status

Group 2: (Kangra & Kullu)

2. Relatively High Social Status

Comparing the Economic Status of various districts of Himachal Pradesh using SPSS Software

Measurement of Economic Score on a scale of 1 to 5

As recorded earlier weavers with higher incomes, ownership of land/ assets, house, medical and insurance facilities, awareness of banking, insurance and government schemes etc are considered on high economic status and marked a economic score of 5, as compared to weavers with rented accommodation, kutcha houses, with no toilet facility in their house and lack of awareness of banking and insurance/ government schemes etc are being marked with a score of 1

Analysis 2: Analysis of Economic Status

Data Analysis Technique: One-Way ANOVA

Hypothesis

H₀: Economic Status of weavers of Himachal Pradesh is same for different regions

H₁: Economic Status of weavers of Himachal Pradesh is NOT same for different regions.

Table 3.3

Eco_Score								
Descriptives								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Kullu	100	12.9100	1.09263	.10926	12.6932	13.1268	10.00	15.00
Mandi	25	11.2000	1.15470	.23094	10.7234	11.6766	9.00	13.00
Kinnaur	25	12.3200	1.31403	.26281	11.7776	12.8624	9.00	15.00
Chamba	25	11.6400	1.18603	.23721	11.1504	12.1296	10.00	14.00
Kangra	25	11.8800	1.09240	.21848	11.4291	12.3309	10.00	14.00
Total	200	12.3350	1.30047	.09196	12.1537	12.5163	9.00	15.00

Table 3.4

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
Eco_Score	Based on Mean	.686	4	195	.602
	Based on Median	.729	4	195	.573
	Based on Median and with adjusted df	.729	4	191.556	.573
	Based on trimmed mean	.716	4	195	.582

Table 3.5

ANOVA					
Eco_Score					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	82.525	4	20.631	15.837	.000
Within Groups	254.030	195	1.303		
Total	336.555	199			

Since the P –value for F-Statistic at (199 df) is less than 0.05, we reject the Null Hypothesis at 5% significance level; which leads to the inference that Economic Score of weavers of Himachal Pradesh is different in different regions.

It is therefore concluded that Economic status of weavers of Himachal Pradesh differ region wise.

Table 3.6

Multiple Comparisons						
Dependent Variable: Eco_Score						
Tukey HSD						
(I) Region	(J) Region	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Kullu	Mandi	1.71000*	.25522	.000	1.0073	2.4127
	Kinnaur	.59000	.25522	.146	-.1127	1.2927
	Chamba	1.27000*	.25522	.000	.5673	1.9727
	Kangra	1.03000*	.25522	.001	.3273	1.7327
Mandi	Kullu	-1.71000*	.25522	.000	-2.4127	-1.0073
	Kinnaur	-1.12000*	.32283	.006	-2.0089	-.2311
	Chamba	-.44000	.32283	.652	-1.3289	.4489
	Kangra	-.68000	.32283	.222	-1.5689	.2089
Kinnaur	Kullu	-.59000	.25522	.146	-1.2927	.1127
	Mandi	1.12000*	.32283	.006	.2311	2.0089
	Chamba	.68000	.32283	.222	-.2089	1.5689
	Kangra	.44000	.32283	.652	-.4489	1.3289
Chamba	Kullu	-1.27000*	.25522	.000	-1.9727	-.5673
	Mandi	.44000	.32283	.652	-.4489	1.3289
	Kinnaur	-.68000	.32283	.222	-1.5689	.2089
	Kangra	-.24000	.32283	.946	-1.1289	.6489
Kangra	Kullu	-1.03000*	.25522	.001	-1.7327	-.3273
	Mandi	.68000	.32283	.222	-.2089	1.5689
	Kinnaur	-.44000	.32283	.652	-1.3289	.4489
	Chamba	.24000	.32283	.946	-.6489	1.1289

*. The mean difference is significant at the 0.05 level.

Post Hoc Tests clearly reveals difference in Economic status of weavers of different regions of Himachal Pradesh. Since the P –value for many pairs of regions is more than 0.05, we fail to reject the Null Hypothesis that all means are same, at 5% significance level.

Table 3.7

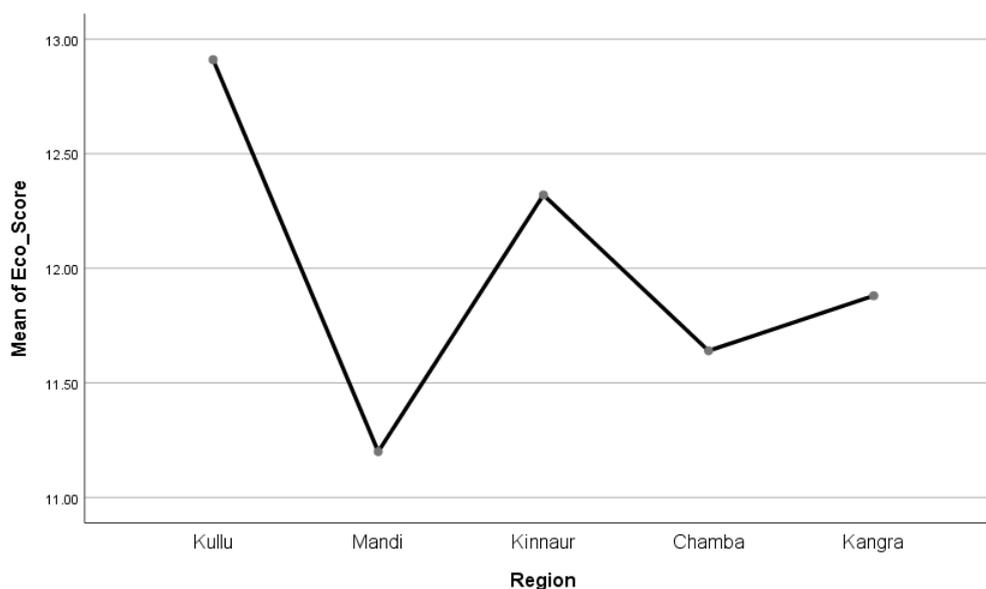
Eco_Score				
Tukey HSD ^{a,b}				
Region	N	Subset for alpha = 0.05		
		1	2	3
Mandi	25	11.2000		
Chamba	25	11.6400	11.6400	
Kangra	25	11.8800	11.8800	
Kinnaur	25		12.3200	12.3200
Kullu	100			12.9100
Sig.		.154	.154	.279

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 29.412.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Tabl3 3.8



Based on the Homogeneous Subsets and Means Plot, the following Regions may be considered similar with regard to their Economic Status.

Group1: (Mandi)

1. Relatively Low Economic Status

Group 2: (Kangra & Chamba)

2. Relatively Mediocre Economic Status

Group 3: (Kinnaur & Kullu)

2. Relatively High Economic Status

FOCUSSED GROUP DISCUSSIONS

The present study included Five Focused Group Discussions to identify the current state of affairs in Handlooms Textiles and socio economic status of handloom weavers across two most populous districts of Himachal Pradesh ie Kullu and Mandi (housing around 60% of total handlooms of Himachal Pradesh) and one each at Chamba and Kangra.

1. Summary of responses from all FGD's
2. Competitions with power looms is the biggest threat to handlooms.
3. Lack of finance to hold for stocks as prices of woolen yarn has increased from Rs 650/Kg to Rs 1700-1800 /Kg and
4. Lack of awareness amongst weavers about various welfare schemes and government interventions to preserve of Himachal handlooms.
5. Modern generation lacks interest in handloom weaving as more earning potential for them in other consistent alternate sources of income like tourism / infrastructure projects / migration to cities.
6. Cooperative sector working has better potential to meet the challenges of working capital / high inventory of raw material / finished goods
7. Lack of knowhow to improve quality / packaging and labeling.
8. Less educated youth has still an opportunity to make livelihood in handlooms, particularly females.
9. Woolen handloom weaving finds demand in winter only & so season bound.
10. Promotion of technical centers for local processing of wool would save cost.
11. H/L weaving is first choice for females / less educated youth who finds less tedious as compared to outdoor activities of construction of roads and civil work.
12. Development of infrastructure would create new market of tourism / handlooms in Himachal would also prevent local migration.
13. Development of E Portals to promote Himachal handlooms in national / international markets.

In-depth personal interview was conducted to assess the views of the other stakeholders who are directly or indirectly associated with the handloom sector of Himachal Pradesh.

All of them were conclusive that Handloom Shawls of Himachal Pradesh have a potential domestic demands because of niche designs and due to cultural lineage. Still government policy for protection of handloom weavers by way of strict implementation of GI for Kullu and Kinnauri Shawls is very much need of hour, but very difficult to implement on the ground. Besides, new technology promotion through E Portals and tapping of exports markets for these products must also be supported, for long term survival of this industry, which will not only provide employment to locals but also prevent migration to urban cities.

IV. FINDINGS

- Social Status of handloom weavers is relatively low in Mandi, Kinnaur & Chamba as compared to weavers of Kangra and Kullu.
- Economic status of handloom weavers is high in Kinnaur and Kullu, relatively low in Mandi, mediocre in Kangra & Chamba.
- The overall socio economic status of handloom weavers is above average in Kullu & Kinnaur, average in Kangra and Chamba and below average in Mandi.
- Even though the handloom sector has been on a declining stage, but Kullu, being an important tourist destination because of better connectivity with major urban cities has ensured survival of handlooms.
- Migrated skilled weavers still find employment in handlooms in Kullu.
- Professionally management of cooperatives has also helped the survival of handlooms in Himachal.

V. CONCLUSIONS AND SUGGESTIONS

- Although Kullu being populated with weavers who are less aware of government schemes, but is better performer in preserving handlooms because of availability of ready market owing to flow of tourist round the year.
- State must promote integrated development of tourism along with weaving clusters.
- Ways should be developed to promote cultural tourism and participation of weavers of Himachal Pradesh in it. (Like Suraj Kund Mela).
- Weavers should be given space in prominent tourist locations for direct selling of their produce.
- Wool being primary raw material for most of the weavers, small wool yarn processing centers need to be established for better product mix.
- Promotion of handloom cooperative societies and incentives on their performance.
- Quality in handloom products: handloom weavers should be sensitized towards quality in weaving and their benefits in ROI.

- Finishing and Labeling of the product: Using various finishing techniques and product packaging for better marketing.
- Product Diversifications: Ways to reduce cost and improve design variations, using technical inputs from design and marketing experts may open new markets at national / international areas.
- Design Development and Product diversification training should be imparted on regular occasions to weavers of different districts.
- Besides, using new technology of E-Portals and tapping of exports markets for handlooms must also be evaluated / promoted for long term survival of this industry which will not only provide employment to locals but also prevent migration to urban cities.

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